



Characterful Walls and Ceilings
THAT REFLECT BEAUTY-PRIDE-
AND PERMANENCE





**GET THIS FIRST!
I M P O R T A N T**

*Strength — Not Mere Weight or Thickness —
Determines the Worth-while Wall Material*

The owner of the above new home in western New York profited by previous experiences. He had lived in houses where the plaster ceilings cracked and fell. Knowing that Upson Board was the nearest perfect material for ceilings, he used it in every room in his new home.

Upson Board possesses many points of superiority over *heavy* wallboards made of *brittle* materials having little strength, like gypsum or plaster. Yet Upson Board is only about *half* as thick!

Upson Board is *strong* and flexible! Scientific tests show that it withstands a blow more than *twice* that of brittle boards. It is *not* affected by jars and vibrations that sometimes cause thicker boards to loosen or fall.

Weighing less than *one-third* as much as *needlessly-heavy*, fragile boards, it is *better adapted* for ceilings. It can be more easily and more cheaply applied. The filler cannot pulverize around nail holes and thus *weaken* the holding-strength, as a result of strains or vibration.

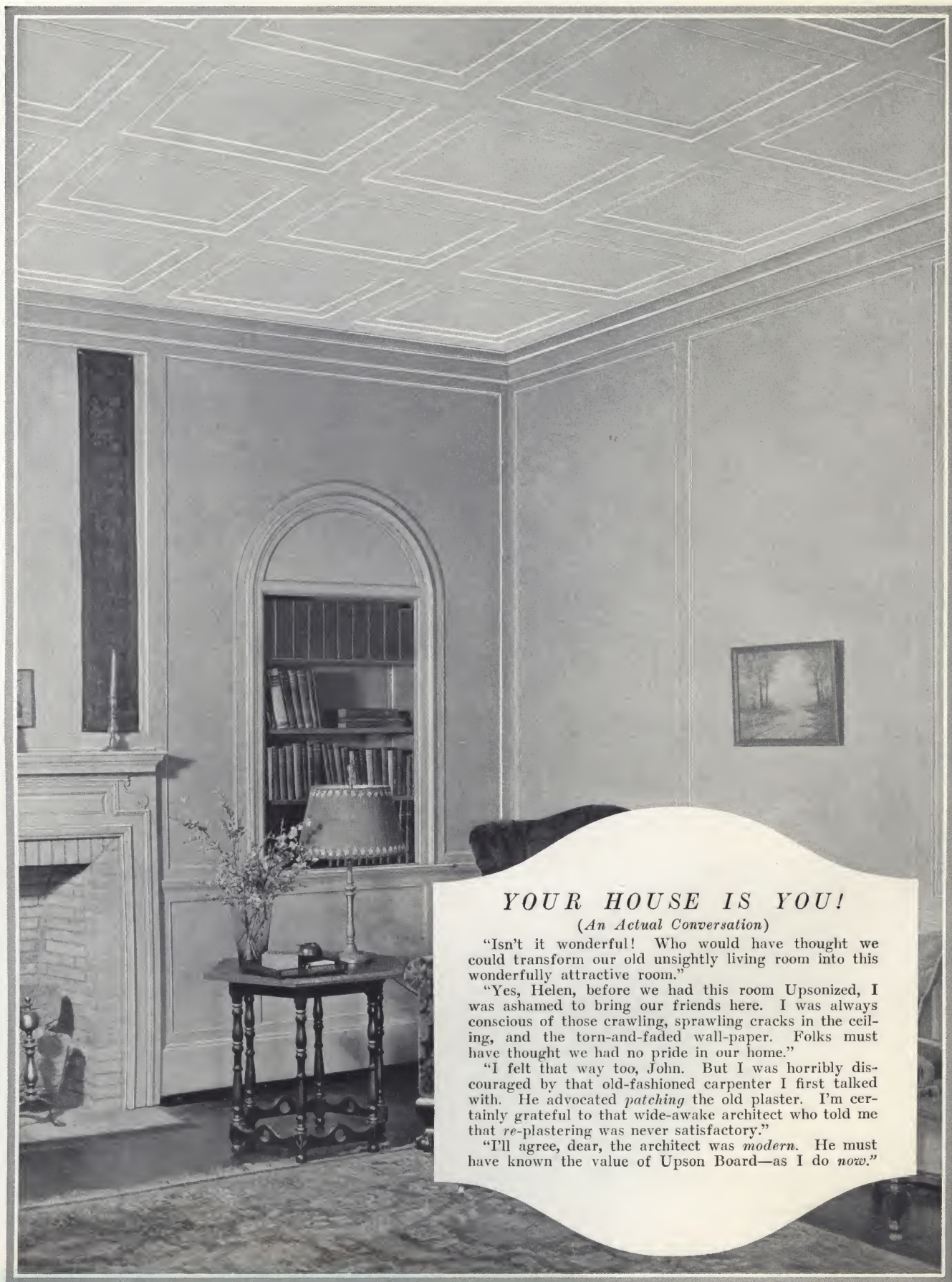
There is little or no breakage in handling Upson Board. It is easily carried up winding stairways and through narrow halls, since it can be bent around sharp corners without danger of breaking.

Important, too, is the fact that every Upson sample is cut from a *stock* panel. There are no *specially-bound* edges to give an unfair and misleading impression of strength. For bound edges on *full-sized* stock panels appear only on the outer edges either 32 or 48 inches apart. Bound edges on samples three to five inches wide therefore add much strength to the small sample and give a *wrong impression* of the strength of the large panel.

Do not be confused by mere weight or thickness. Both *may* be misleading! *Strength* is the essential quality — and Upson Board *has* it!

Below is a remodeled living room in which Upson Board is used for both walls and ceilings in place of the cracked plaster which formerly was an eye-sore and an ever-present source of embarrassment to the owner and his family.





YOUR HOUSE IS YOU!

(An Actual Conversation)

"Isn't it wonderful! Who would have thought we could transform our old unsightly living room into this wonderfully attractive room."

"Yes, Helen, before we had this room Upsonized, I was ashamed to bring our friends here. I was always conscious of those crawling, sprawling cracks in the ceiling, and the torn-and-faded wall-paper. Folks must have thought we had no pride in our home."

"I felt that way too, John. But I was horribly discouraged by that old-fashioned carpenter I first talked with. He advocated *patching* the old plaster. I'm certainly grateful to that wide-awake architect who told me that *re-plastering* was never satisfactory."

"I'll agree, dear, the architect was *modern*. He must have known the value of Upson Board—as I do *now*."



With a dignity and beauty necessary to lift this lovely living room to a real pinnacle of home building art—this fine Upson Board ceiling is not pretentious nor does it detract from the beauty and elegance of the furnishings and architecture. It does what a ceiling is supposed to do—finishes the room in good taste without intruding its design on the casual visitor.

Attractive Walls and Ceilings are Livable and Lovable

They Suggest Pride, Refinement and Appreciation of Beauty

Your home reflects the *personality* of you and your family.

It is unconsciously considered by the community as the outward *sign* of your social and financial standing.

For the home is an index of character—a *barometer of pride and self-respect*—a reflection of ideals and ambitions.

More than half the time of the average family is spent in the home. The home of charm and distinction inspires *pride* of ownership and makes life more pleasant. It moulds the character and develops the tastes of children.

It is not enough that your home be comfortable to the body, and convenient for work. It should be “soothing to your mind, satisfying to your taste, and productive of *contentment*”—which someone has said is the greatest word in the English language.

Many homes, however, are commonplace! They have neither beauty nor distinction. Sometimes their very appearance is *repulsive*. Such homes suggest *lack* of pride, carelessness, neglect, little self-respect—and sometimes niggardliness or straitened circumstances.

This could never happen in an Upsonized room



This room, furnished in good taste, is almost lost by cracked plaster and torn wall-paper.

How much more attractive this room would be with well-designed Upsonized walls and ceiling.





Paneling through the medium of Upson Board and decorative strips has entirely transformed this remodeled room which was originally built with plaster walls and ceilings. There is nothing better than Upson Board for doing over old rooms.



This is just one of thousands of rooms to be found throughout the country where an Upson Board ceiling has replaced old cracked, falling plaster. This ceiling is far more practical than the old one, and also enhances the beauty of the room.

Nearly Every Home Has at Least One Room That is a Source of Constant Embarrassment

Walls and ceilings are the most important parts of a room.

Your walls and ceilings are much like the people you meet.

If you are cordial, friendly and courteous, they will act the same toward you. If you treat them with indifference, they will undoubtedly return the compliment.

Your walls give back what you put into them — *with interest*. If you treat them with consideration, you will be repaid with *lasting satisfaction*.

For your walls and ceilings form the *background* for your furniture and furnishings. Their condition and decoration makes or breaks the appearance of the home. *No other factor is as important!* They give the vital "first impression" when a visitor steps into the house.

A recent trade survey covering five states showed that in seven out of every ten houses, there were *one or more* rooms with unsightly or unsafe plaster.

Crawling, *sprawling* cracks may meander aimlessly overhead and *distract* attention. Sometimes even fear is felt that loose plaster may fall and cause bodily injury.

Torn and faded wall-paper — sometimes crude in color and design — rudely shocks the guest at the seeming lack of pride and self-respect of the owner.

Many an *innocent*, unthinking man or woman has been harshly or *unfairly* judged by their walls and ceilings!

Many the family, which is actually ashamed to invite guests to their home because of the *distressing* condition of the walls and ceilings.



This beautiful Upson Relief Ceiling is in the home of the president of a large textile manufacturing company in the East. The Upson Board panels and Upson decorative strips were applied right over the old ceiling, which was of plaster board, which had developed ugly cracks between the panels shortly after it was installed. This Upson Relief Ceiling can never crack or fall and while it has the beauty of hand-modelled plaster, it cost but a fraction as much.



You Can Quickly Overcome the Embarrassment of Cracked Walls and Ceilings

Perhaps you have one or more rooms into which you hesitate to take friends whose good opinion and respect you cherish.

Perhaps you are thinking as do thousands every day—"I am ashamed of my walls and ceilings, but I dread the muss and delay of re-plastering."

Perhaps some of the young people of your family are hesitating to invite their friends into the home because of ugly walls or ceilings that need repairing.

Yet how easy to overcome all this embarrassment—so

often the cause of *unjust* impressions of you and your family. How easy to obtain walls and ceilings that reflect an atmosphere of *rest and calm and repose*.

There is a quick and *easy* way to "do over" unsightly or unsafe walls and ceilings. *Upsonize!*

As you read the following pages, you will be delighted to find how easily old walls can be renewed and given added *beauty* at moderate cost. You will be amazed to learn that you can obtain, at a fraction of the cost, walls and ceilings *equally* as beautiful as historic interiors taken from old mansions which are being sold by interior decorators at fabulous prices.

Upson Board is truly an *improvement* over plaster! It makes walls and ceilings of lasting beauty that reflect pride, character, personality—that *never* need apology.

Walls and Ceilings Make or Mar the Beauty of Any Home

"Isn't this room attractive? It is so interesting and homelike!"

Comments like this delight every home owner! A harmonious and well-balanced room is always a source of gratification to guests as well as to owners.

Beauty of home decoration is easier to achieve than many suppose. It means attractive walls and ceilings—harmonious colors—and the elimination of useless trumpery.

Charm in the home expresses *personality* and character and is the result of pride and proper maintenance—good judgment in furnishings—and skill in the use of color.



That Upson Board is fittingly adapted for use in the finest of homes is plainly proven by this simple yet artistic ceiling. This ceiling is in a new house. The occupants never need to worry over the necessity of calling in plasterers to repair the ceiling, for it can never crack or fall.



The artistically paneled Upson Board walls and ceilings are an attractive and appropriate background for the beautiful colonial furniture used in this room. The panel scheme is simple and can be reproduced by any good carpenter.





Paneled walls make especially appropriate settings for large pictures. The Upson Board walls and ceilings of this attractive dining room are finished in flat, washable paint. On account of its pre-sized surface, it costs from \$5 to \$15 per room less to finish Upson Board than it does to finish soft, spongy imitations.

Any Home Can be Made an Attractive Place in Which to Live and Work

Any home can be made a charming picture.

Yet charm is an *elusive* quality. It may escape the museum with its array of beautiful and costly art objects. It may not even be found in the costly mansion, yet be captured in some unpretentious cottage.

The interior of any home may be bright and *cheery*—or the disappointment and despair of the owner. If the interior suggests an atmosphere of refinement, beauty and harmony, it is *livable* and lovable.

On the other hand, if the interior is marred by *cracks*—or ugly wall-paper shrieks with discord of color—or the picture is marred by a motley collection of furniture—it is *not* a home, but only a house.

Walls and Ceilings are the Background Against Which We Live

Today the first requirement of a room is that the walls be *quiet*.

Quiet, in order that the beauty and proportion of the room may be enhanced—*quiet*, that the furniture and furnishings may be shown against a neutral and subdued background.

Walls and ceilings necessarily form that background—the floor covering being secondary. *The first impression of any room, in fact, depends upon the walls and ceilings.* Rooms are attractive or ugly,—inviting or repellant—in accordance with the wall treatment.

Simplicity is the foundation of all really effective interior decoration and simplicity in walls and ceilings is easily attained with Upson Board and good taste in the selection of color.



Millions of feet of Upson Board are used annually in public places. At the top is a photograph of the Upson Board paneled dining room of a famous hotel in western New York. Upson Board and Upson Fibre-Tile are extensively used for restaurants, barber shops, florists stores, beauty shops, markets and other business places throughout the country.

There is nothing more appropriate and durable for the walls and ceilings of offices than Upson Board. It would have cost hundreds of dollars more to have secured the effects shown in the lower picture with any other material than Upson Board, yet the result would have been no more pleasing. On account of the ease with which Upson Board is applied the work of the office is hardly disturbed during installation. Upsonizing can be done with little muss or dirt.





No scheme of interior decoration is more pleasing than skillfully designed paneling. And no material is better suited to the carrying out of any panel scheme than Upson Board.

Modern Walls are Brought into the Decorative Scheme of the House

Paneling is the highest form of interior finish.

Long ago, artists and decorators discovered that an enclosed space was more interesting than one not so treated.

Expert decoration is required to group furnishings effectively against a plain background. Fine panel spacing not only provides a picture background for interesting furniture groups, but also contributes at least fifty per cent toward the decoration of the room itself. A beautifully paneled room is already half furnished.

A panel wall supporting a distinctively designed relief ceiling creates structural harmony and gives to your room a graceful unity upon which its successful decoration is dependent.

A plain wall, finished with beautifully proportioned panels, becomes a picture.

If wall spaces are broken by awkwardly arranged openings, paneling holds them together in interesting and orderly units.

A crowded room takes on the appearance of space, a low ceiling may be made to appear higher, and a narrow room given width by using correctly proportioned panels.

The character of a room may be definitely established by a selective choice of wall and ceiling treatment.

Where dignity, beauty and quality are desired, Upson Board paneled walls have all the attributes of the perfect background.

Soft tones for your Upson paneled walls may be chosen exactly to suit your room furnishings.

Unlike a papered wall, the beautiful texture of painted Upson Board reflects a satiny highlight.

Of all the forms of interior finish for walls and ceilings, paneling is most appropriate. For, as Mr. Harold Donaldson Eberlein says in one of his books on interior decoration—"A paneled wall is the exception that proves the rule that walls must either be a decoration or a background."

And Miss Elsie DeWolfe, famous for her designs for interiors, says—"The most beautiful wall is the plain and dignified painted wall broken into panels. Such a wall is just as appropriate to the six-room cottage as to the twenty-room house . . . painted walls are dignified, restful and most sanitary."

Or as another author says—"The paneled wall suggests repose and there is not the sense of confusion or restlessness in such a room. The plain painted wall gives an effect of space in the small room and one of freedom and comfort in the large one. Also no other background is so satisfactory with pictures. The plain wall brings out the richness of the furniture and furnishings. This is as it should be for walls should be subordinate in color and tone. They form the background and should be treated with restraint, not as if they were billboards to catch the eye."



The Prejudice of a Few Against Paneling is Unjustified

It will come as good news to many who are planning their dream home—whether that home be new or remodeled—that paneled walls are no longer the rich man's luxury.

Prejudice on the part of a few against paneling is *unjustified*. Well-designed *paneling* marks the smart and distinctive interior today as it did a century ago.

Glance at any book or magazine on interior decoration and you will find that nearly every authority says, in effect, that the paneled wall affords the *best* background for furniture and furnishings.

There is no more beautiful or *satisfying* wall treatment than good paneling.

Skillful paneling is the first step toward decorating a room because its kinship with furnishings and furniture is close.

Some home owners have become prejudiced against wallboard because of "railroad-track" paneling.

Of course, *such* paneling is unattractive! But it would be just as logical to put a strip of two-inch lumber around openings and call it "trim." That trim would not make a good-looking room whether the lining material be plaster, marble or gold. The whole effect of plain and narrow panel strips is and has been one of *crudeness* and cheapness.

Paneling Can be Made Inconspicuously Harmonious—or Plainly Visible as a Mark of Division of Walls

Paneling truly offers unlimited decorative possibilities.

The use of paneling is as old as art itself. No scheme of decoration is more pleasing—more restful—or more harmonious.

The two larger photographs reproduced below are of an old paneled castle in England which, a few years ago, was dismantled and brought to the United States and offered for sale at an

By painting both panels and panel strips the same color, you can give your walls the costly appearance of modeled plaster. You can duplicate the rare old paneling of interiors that are centuries old.

When panels and panel strips are painted the same color there is just enough relief to give a charm and dignity to the room. Many fine homes, stores, and hotels have been Upsonized in this quiet, unobtrusive way which eliminates the objection to contrastive paneling held by some few people.

Fortunately, there is no type of home, whether it be the manor or the cottage, that cannot use *paneling* to advantage—or *appropriately*. In fact, an Upsonized interior gives the charm and character of the big, costly home to the smaller and less expensive home.

The New Upson Relief Ceiling Treatment

This is the newest and smartest way to secure distinctive ceilings such as are found in the most expensive and pretentious homes and public buildings.

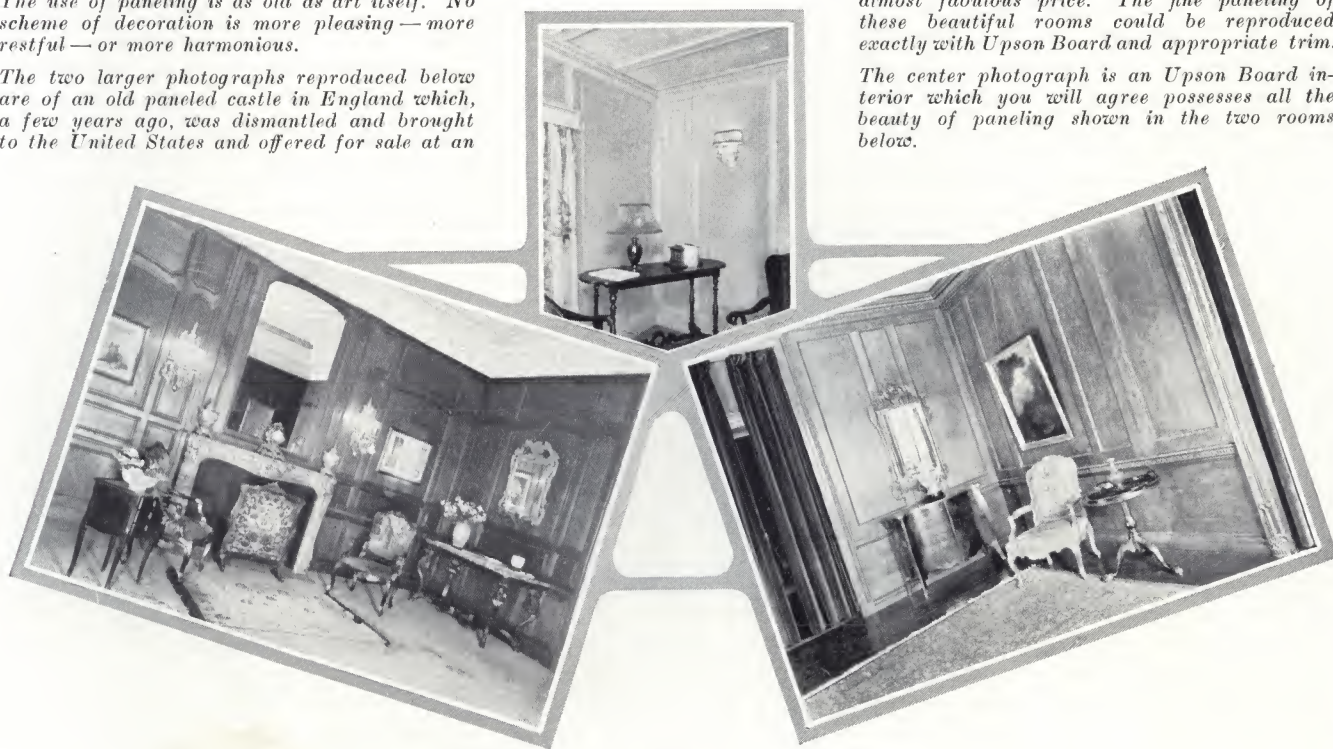
Upson Relief Ceilings are made by superimposing one, two or three layers of Upson Board—in simple design—over the joining edges of a plain Upson Board ceiling.

They give the beautiful effect of expensive hand-modeled plaster, with the highlight of alluring design against shadow, but cost only a fraction as much.

Moreover, Upson Relief Ceilings are *permanent*—they can never crack or fall.

almost fabulous price. The fine paneling of these beautiful rooms could be reproduced exactly with Upson Board and appropriate trim.

The center photograph is an Upson Board interior which you will agree possesses all the beauty of paneling shown in the two rooms below.





Here is an excellent example of an Upson Relief Ceiling, recently installed in a very large dining room. How much more attractive and appropriate this ceiling is than a plain uninteresting plaster ceiling would be. This beautiful ceiling is permanent — it can not crack or fall. It can always be kept looking fresh if simply redecorated every few years.



Upson Board is particularly well adapted as a lining for the walls and ceiling of a sun porch. To build a sun porch onto a house, the exterior of the house can be covered with Upson Board without the expense of tearing down the old covering. Upson Board being water-proofed, is not affected by the dampness and moisture sometimes prevalent in front porches.

Upson Board is Especially Well Adapted for New Buildings

Also Made for Application in Remodeling

A wall lining that is absolutely perfect is yet to be discovered!

Plaster, you know, has never been regarded as an ideal or sanitary lining. It inevitably cracks, crumbles, or falls.

Plaster wallboard is brittle—difficult to apply because of its weight—and costly to decorate because of its absorbent surface. It is so heavy that occasionally floors must be reinforced to carry the stress, especially when applied over old plaster ceilings.

Steel is cheerless, expensive and like wood, can be used only in certain places.

Upson Board is the Nearest-Perfect Wall and Ceiling Material

As an improvement over these familiar materials, which have been used primarily because there was nothing better, Upson Processed Board was invented—and has been constantly improved—to fill an existing need for a more satisfactory lining that can be used in every kind of building in every climate.

The big sturdy panels of Upson Board may be nailed direct to the studding or joists in new construction, thus doing away with lath and plaster.

Millions of square feet of Upson Board are used yearly for remodeling old homes.

For “doing over” old plaster there is *nothing* better! Old rooms can be renewed and given added beauty at moderate cost, by putting Upson Board right over the old surface.

The use of Upson Board in either new construction or remodeling *shortens* the time of building or repairing. There is no delay as the work can be done summer or winter. The house may be occupied as soon as the board is applied in new construction.

When plaster is used, *delay* is inevitable. The application depends to a large extent upon weather conditions. Masons cannot always come promptly—each coat must be allowed to dry before the next coat is applied—and meanwhile the work of the carpenter in finishing the house is held back, often for weeks. This is especially true of remodeling jobs where the plastering contracts are small, therefore uninviting to the plasterer as compared with larger jobs for new work.

Upsonizing is Much Quicker Than Plastering

Upson Board can be applied in one-third the time of plaster by regular carpenters so that the entire work of construction can be done by the same workmen under the same builder or contractor. It saves in overhead on construction because the house can be finished more quickly.

Whether in new construction or remodeling, therefore, Upson Board cuts down the time of work. It makes it possible for the home builder to move into his house two or three months quicker. It cuts down the plastering time in remodeling at least two-thirds. It permits ceilings to be “done over” in just a few days.

Upson Board is good for ceilings and it is therefore unhesitatingly recommended for this purpose even though it not be used for side walls.



Nothing Better Than Upson Board for Ceilings at Any Price

*Jars and Vibrations—Bangs and Crashes—Even Accidental
Leaks Have Little Effect on Upson Board*

In the average home, ceilings crack *first*.

In the new home, these cracks are usually the result of settling of the building, or improper mixing and application of plaster.

In the old home, cracks are often the result of knocks and bangs—the romping of children upstairs—the dropping of a chair or trunk—the “give” of joists too weak to carry the overhead load.

How *distressing* these cracks appear! How *costly* the damage from falling plaster!!!

There is nothing better than Upson Board for “doing over” cracked ceilings.

Ceilings are Decorative Opportunities

The bare, plain, cold-blooded ceilings of today are neglected opportunities.

They *should* be considered as a part of room design—a surface to be decorated.

Considered as the canopy of a room, the ceiling can be delightfully treated, even in the small and unpretentious home. Simple designs are appropriate for some rooms. Beams are suitable for walls which have sufficient weight to support them. Designs in relief are interesting for many rooms.

There are all sorts of possibilities for interesting and distinctive ceiling treatments. And Upson Board fortunately offers a wide latitude for effective designs and decoration.

The big sturdy panels of Upson Board can be applied right over the old plaster, if it is level. For a more satisfactory installation, the old plaster is furred and the low spots “shimmed” up—then the panels of Upson Board are applied by means of the Upson Fasteners to the furring.

The first step in Upsonizing a room is the preparation of an appropriate panel design. Simple panel treatments that are artistic, harmonious and inexpensive may be used with excellent effect.

Where a more elaborate treatment is pre-

ferred, we recommend the new Upson Relief Ceiling treatment.

This new method of paneling gives the effect of costly hand-modeled plaster at a fraction of the cost.

The result may be a handsome, *interesting* ceiling—applied in one-third the time it would have taken to re-plaster—with the certainty that the Upsonized ceiling can never fall or crack—and best of all, that the job can be accomplished at *moderate* cost.

Upsonizing Eliminates the Use of Wall-paper

Paneling is recommended, also, because no wallboard—whether made of gypsum, wood fiber, plaster or cement—can be papered with unvarying success. Plaster inevitably cracks and breaks the surface of the wall paper—you *expect* it and *then* excuse it. This may be due to several causes, but chiefly to the settling of the building or the expansion and contraction of the timbers.

The same forces may pull the panels of wallboard apart very slightly, perhaps only 1/16th of an inch, and thus break the wall paper, just as with plaster. These statements apply to *every* wallboard regardless of claims to the contrary.



Simplicity and restful dignity are combined in this delightful Upsonized bedroom. The walls and ceiling form a perfect background for any type of furnishing or decoration. So many folks hesitate at the thought of paneled bedrooms, but this room proves conclusively that such antagonism is needless. Indeed, one could scarcely find a more beautiful, tasteful bedroom anywhere, regardless of the material used in its interior finish.



Upson Board is a Time-tested Practical Wall Lining

Hundreds of Millions of Feet Have Been Used with Uniform Satisfaction

Upson Board is *not* like other boards.

It is not to be compared, for example, with *heavy* plaster-filled boards which are brittle and absorbent.

Upson Board may properly be called refined or artificial lumber for it is made of spruce and other wood fibers.

These fibers are obtained by grinding logs to fibrous form. Then the fine, wiry fibers are fabricated under enormous pressure into laminated boards of uniform thickness, longer and wider than any lumber.

Each panel is subjected to the *original* and famous Upson method of scientific *processing* whereby it is kiln-cured, water-proofed, and surface-filled or primed.

The finished panels are solid and homogeneous—stiff and hard. They look, feel, and work much like soft wood. They do not crumble in cutting as do brittle plaster wallboards. The panels can be easily carried around corners. Fragile boards break in bending.

Upson Board is not affected by jars and vibrations. Any change in the position of the panels, due to ordinary shrinking or expansion of timber or settling of building is concealed by the decorative strips.

Accidental leaks which would cause plaster to loosen have little or no effect on water-proofed Upson Board.

A Good Non-conductor of Heat and Cold

Impartial tests made by nationally known laboratories

show Upson Board a 7% better insulator than gypsum-filled boards twice as thick. According to the Bureau of Standards of the Department of Commerce, the heat conductivity of plaster is of minor value as an insulator. (See page 46 of Circular of the Bureau of Standards No. 151.)

Being made of clean, fresh fibers, Upson Board makes dry healthful walls. Being water-proofed, it does not *absorb* dampness like plaster or plaster-filled boards.

If finished with a washable paint, the smooth, crackless surface can be kept clean and immaculate.

Vermin cannot live in Upson Board.

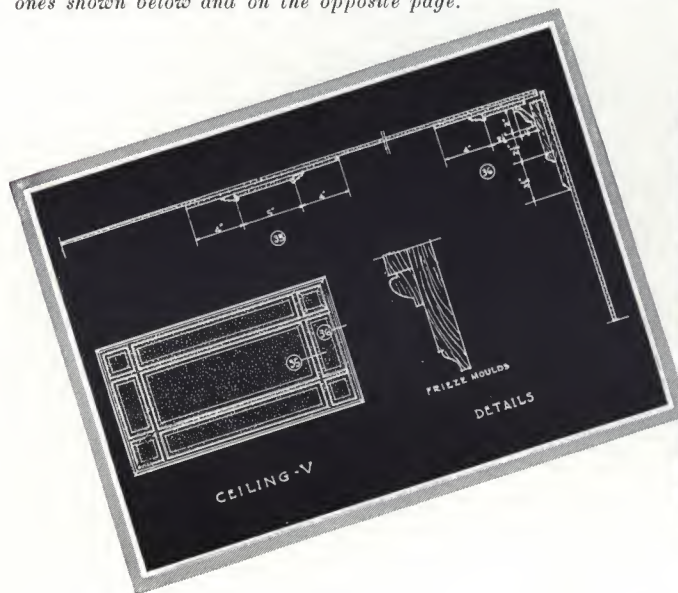
Weighs About 1-5 as Much as Plaster and Only About 1-3 as Much as Heavy Plaster-filled Boards

Upson Board is light in weight. A thousand square feet will weigh slightly above 550 pounds while plaster weighs about 2,500 pounds—five times as much.

Most gypsum-filled boards weigh about 1,800 pounds per thousand square feet—or more than three times as much as Upson Board. While lighter than *plaster*-filled boards, scientific tests in nationally known laboratories show that Upson Board is stronger and will successfully sustain harder knocks and blows than boards of this class *twice as thick*.

The uses of Upson Board for interior lining are manifold. Here, for instance, is a beautiful auditorium with a curved Upson Board ceiling. Upson Board is light but very strong and flexible so that it can easily be curved or used where a curved ceiling is desired. The beautiful paneled walls of this auditorium are also entirely of Upson Board.

There is almost no limit to the panel schemes which may be executed with Upson Board. The Upson Blue Book contains scores of full-sized blue prints in a large variety of panel arrangements, such as the ones shown below and on the opposite page.



This is a close-up view of the Upson Relief Ceiling shown at bottom of page 5. We shall be glad to furnish detail plan for the construction of this ceiling.



Kiln-Cured to Minimize Expansion and Contraction

Every building material *will expand and contract* — more or less — under varying atmospheric conditions — whether plaster, steel, cement, concrete or lumber!

And that is why conscientious builders and contractors exercise great care in obtaining well-seasoned or kiln-dried doors and trim for finishing interiors. They know that “green” or unseasoned lumber *may* pull and shrink.

In order to reduce the expansion and contraction of Upson Board to a minimum, care is given to the *selection and combination* of the fibers used in its manufacture.

The fibers are put together with great pressure in order to make a strong and compact board.

Then every panel is carefully *kiln-cured* to remove *excess* moisture, just as the maker of fine doors and furniture exercises care to see that his wood is well seasoned or cured.

Every wallboard contracts or expands, including plaster or boards made of plaster and gypsum, for as the United States Department of Commerce says in its booklet No. 151 entitled “Wall Plaster; Its Ingredients, Preparation and Properties.”

“Heat or dampness will cause plasters to expand. Cold or dryness will make them contract. Since they are subjected to changing atmospheric conditions, these movements are continuously going on . . . sometimes conditions arise which make the

movements cumulative, resulting in continued, though interrupted, expansion and contraction.”

The expansion and contraction of plaster are very likely to cause wall-paper to tear or wrinkle.

Water-proofed—Ordinary Leaks Will Not Injure Upson Board

After being heat cured, every panel of Upson Board is water-proofed by being impregnated with oils and gums of known value which will not evaporate, but harden with age—our own special formula based on many years’ experience.

This operation corresponds to the varnishing or painting of fine lumber. It seals the pores and forms an enveloping film which resists the penetration of dampness and water and disintegrating action of air. Laboratory tests prove Upson Board 50% to 125% more moisture-resisting than other boards tested.

Upson Board is not impervious to moisture in the strict sense of the word, but water can stand on the panels for hours, without injury to the board.

Instances have come to our attention where water has accumulated above an Upson Board ceiling. Holes were punched in the Board, the water drained off and the Upson Board when dried resumed its former flat surface.

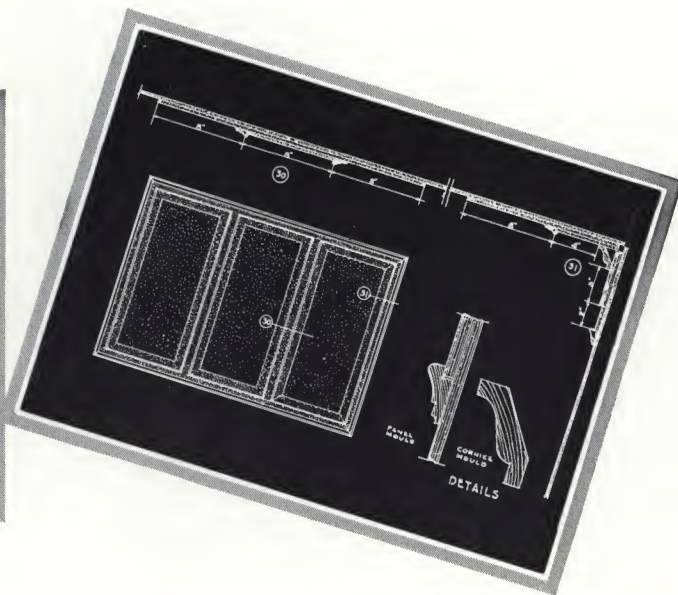


This artistic Upson Board Relief Ceiling is in the office of one of the country's best known interior decorators, but it could be just as appropriately used in the home. The color scheme is especially pleasing, the walls being in sea green and the ceiling in ivory.

This detailed plan for an Upson Relief Ceiling is one of many contained in the Upson Blue Book, which all Upson dealers have. You can secure full-sized blue prints on receipt of ten cents.



For those who prefer the heavy, beamed ceiling effect, there is nothing better than Upson Board for its execution. This ceiling is in the living room of a large estate in California.



The Factory-sized Surface of Upson Board Usually Cuts the Cost of Finishing in Two

Because of their absorbent surfaces, many boards have a strong suction for paint. They literally "drink" it!

Such boards require a troublesome and expensive varnish or shellac sizing coat to fill their surfaces and keep the paint from striking in. Otherwise, gallon after gallon of paint is absorbed—and paint costs money.

This needless priming or sizing coat adds at least \$5 per thousand square feet (the surface of an average room) to the first cost of such boards, and also adds an unnecessary day in finishing.

Here are the figures to prove this statement—

The lowest price of varnish or shellac per gallon.....	\$2.00
The average number of gallons per 1,000 square feet....	2½
The average cost of varnish or size per 1,000 square feet	5.00
The average cost of applying per 1,000 square feet.....	2.50
	<hr/> \$7.50

These figures are conservative as your painter can

testify. Even if glue size is used—and it is not satisfactory—the cost will be nearly as much.

Upson Board Saves From \$5 to \$15 Per Room in Cost of Painting

Upson Board is surface-primed at the factory by machinery, thus assuring an even priming coat over its entire surface.

It can be finished smoothly and evenly with two coats of paint. Oftentimes a single coat, especially when stippled, is sufficient to cover its light-colored surface.

Upson Board thus saves you the cost of the priming coat and at least one coat of paint, or from \$5 to \$15 per thousand square feet over the cost of finishing other boards—*more* when enamel is used.

Think of this economy in buying wallboard, for the cost of painting is just as much a part of the cost of the board as the board itself.

There are Countless Uses for Upson Board in the Home

Upson Board is *easy* to use. It offers untold pleasures to the man who likes to tinker and make things for the house.

It can be sawed or cut to any shape with a sharp knife, like soft pine—sandpapered and painted as desired.

Upson Board is finished especially well with the colorful lacquers now so popular. Thousands are making articles of Upson Board and finishing them in some bright color.

Here are just a few things that can be made of Upson Board.

Drawer bottoms	Waste baskets	Calendar pads
Ironing pads	Knife trays	Paper or letter racks
Hot pads	Drawer partitions	Blotter pads
Magazine stands	Use under linoleum	Doll houses
Screens	Lining for laundry chute	Sewing boxes
Table tops	Cupboards	Tool rack
Table for toy trains	Lap boards	Laundry hampers
Toy boxes	Window ventilators	Screen door covers for winter
Clothes boxes	Fire screens	
Clothes closets		



It is almost impossible to keep cellar dust from creeping up through the ceiling to the rooms above under ordinary conditions. This may be eliminated by covering the cellar ceiling with Upson Board.



Every modern home should have a fruit or vegetable closet. Upson Board is the ideal material for partitioning off such a room. The insulating value of Upson Board is particularly desirable because such a closet should be kept cool.



Build in Extra Livable Space With Upson Board

In nearly every home there are times when extra rooms are needed.

Upson Board has solved this problem in many homes. It will do it for you if you have an open attic. For it is easy and inexpensive to partition off extra rooms in the attic with Upson Board.

A bedroom for the maid—a cozy play room for the children—a workroom or den for Dad—a study for

the young people—quickly takes the place of waste attic space now devoted to little-used storage space.

The cost of such rooms is largely paid for by the saving in fuel bills. For Upson Board insulates the home at the same time these rooms are built, frequently with a saving of 10% to 20% in the winter fuel bill.

Heat from the lower floors rises. If the upper story is properly insulated the heat stays inside the house, but if not insulated it escapes *through* the roof.

Many homes need added rooms to accommodate increases in the family. With Upson Board new rooms are built in quickly and at comparatively small cost.

There are houses, too, that have become too large owing to marrying and moving away of the young people. Such houses are frequently divided into apartments with Upson Board, which is ideal for new partitions.

Use it in the Cellar, Too

Down in the basement there is space for other added rooms. A vegetable closet or fruit room—a laundry—a carpenter shop for the handy man about the house—a play room or theater for the children—any or all of these useful rooms can be built in the cellar of Upson Board.

These extra-room uses of Upson Board are almost without limitation. Your local carpenter can do the work easily, quickly and with little muss or dirt.

You'll be surprised how easy it is to add one-third more to the livable space in your home with Upson Board and Upson Fibre-Tile.

Upson Board is an Ideal Material for a Sun Parlor

A porch can easily be made into a comfortable, livable sun parlor by the use of Upson Board and windows.

The ceiling and back wall may be covered with Upson Board attractively paneled.

When finished with an oil paint and the open sides of the porch enclosed with windows you will have added a new and useful room.



No material is better adapted for the bedroom than Upson Board because it provides unlimited latitude for the expression of personality through its paneling and color possibilities. And a bathroom with Upson Fibre-Tile wainscot can be finished to harmonize with the finish in the bedroom.

Upson Board offers unlimited opportunities for the housewife to make her work more efficient. Here for example is a storeroom built into an attic where various articles of wearing apparel may be stored in an orderly fashion on shelves of Upson Board.



In the billiard room below, Upson Board is used between the beams of the ceiling and upper side wall.



FITTINGLY ADAPTED FOR US

Some People Find it Difficult to Accept New Ideas

It is easy to stick to old ideas longer than we should.

Only twenty years back folks laughed at the horseless carriage, yet today 22,000,000 automobile owners are a decisive answer to the scoffers of a decade ago.

It was less than a hundred years ago that Philadelphia placed a ban on bathing between November 1st and March 1st—and only eighty-two years ago that Boston prohibited baths except on the prescription of a physician.

It was only one hundred eight years ago that scoffers ridiculed the idea of the steamboat, yet Robert Fulton courageously declared he would start the Clermont up the Hudson—and reached Albany in thirty-two hours.

It is only one hundred seventy years since Franklin discovered electricity.

So it is with wallboard—a *comparatively* new wall lining.

As with other innovations, some few contractors and architects have been reluctant to use and recommend Upson Board.

Their unsatisfactory experiences with make-shift, irresponsible wallboards made them a bit skeptical. They preferred to let others "try" wallboards before they placed their good name and reputation behind a new kind of wall finish.

With the side walls of Upson Fibre-Tile finished in some cheery color and the ceiling in a dainty tint, nothing you can do to the kitchen will bring so much cheer, so much beauty, and so much happiness to this neglected room.

Aside from its practical application, an Upson Fibre-Tile kitchen offers unlimited scope in the expression of individual color preference.



It is essential that the living room—perhaps the decorated and furnished. The beautiful room shows appropriate color treatment with furnishings and ceiling of the room are of Upson Board. The Ceiling designs.

The Vogue

Color! You hear about it these days or

Color—joyous—brilliant—glorious

Truly—color is rampant! It is the vogue, the colored galosh. And following the blossomed forth with pots and pans in the and kitchen cabinets—each vying with the

Yet the walls and ceiling form the dominant keynote for any scheme of home decoration and furnishings. Unless the walls and beauty of all other furnishings is lost.

Yes, colorful, characterful walls and ceiling goal of charm and beauty in any room—library or bath.

Color on the walls and ceiling, used with triumphs over even ordinary furniture and

Color, in fact, is the powerful factor that out of the conventional and transforms it into which to live or work.

E IN THE FINEST OF HOMES



Upson Board is the Nearest-Perfect Wall and Ceiling Material

Yet the idea of wallboard is not *entirely* new.

As a wall lining, it has been tried and tested. In the fifteen years that Upson Board has been on the market hundreds of millions of square feet have been sold.

This enormous quantity has been utilized in *tens of thousands* of buildings. And *thousands* of discerning contractors and carpenters have used it! *Properly applied*, Upson Board *does* give walls and ceilings of *lasting* beauty!

Contractors and architects alike found that Upson Board—properly applied—was actually the happy solution to wall and ceiling problems.

And so today, we find progressive and alert contractors *everywhere* using and recommending Upson Board for walls, ceilings and partitions. That is why Upson Board has become the *leader* among fiber wallboards—the *largest* seller!

And architects all over the country are specifying Upson Board and Upson Fibre-Tile for their finest jobs.

For the dependability of Upson Board—the *nearest-perfect* wall and ceiling material—has become firmly established.

It is fittingly adapted for use in the finest of homes.

Who would not be proud to admit guests into such an attractive, appealing bathroom as the one here shown? The walls of this beautiful room have the appearance of expensive, ceramic tile, yet they cost only one-tenth as much. Whether the bath be large or small, light or dark, it can be finished with Upson Fibre-Tile and Upson Board, decorated in a manner which will make the room appear to best advantage.

most used room in the home—be attractively
own here gives a conception of simple and ap-
background that harmonize ideally. The walls
The ceiling shows one of the new Upson Relief

e of Color

every side!

color!

Short skirts and silk stockings brought
erwhelming trend, even the kitchen has
olor!—stoves and floors—broom handles
e other in their dynamic *appeal* of color.
inant factor of any room! They are the
n because they are the *background* for fur-
e attractive in color and appearance, the

lings contribute *most* toward the desired
—whether it be living room or *kitchen*—

h a knowledge of its *invigorating* effect,
d furnishings.

it lifts the drab or uninteresting interior
into a distinctive and delightful place in



Alluring Color in Bath and Kitchen

And Other Oft-Neglected Rooms

"I would rather you wouldn't take your visitors into the kitchen, Mary."

"I am ashamed to have folks see our bathroom."

"How much more convenient another bath would be."

Nearly everyone has heard similar remarks.

For the bath and kitchen have been *neglected* rooms—oftentimes drab and dreary.

But now—during the past two or three years—*how* changed!

Now time and vogue decree a happy and colorful transformation of these hitherto commonplace rooms. Efficient home planning and skillful home decoration are responsible for the introduction of alluring color into every room of the house, including the kitchen and bath.

Now these rooms must be *rich* in color—*new* in beauty—and smart in appearance.

The kitchen, where the woman of the house spends so much of her time becomes a livable and *lovable* room—sunny and cheerful—a welcome transformation from the old familiar room that was so often dark and dismal. It now becomes a room *inviting* and appealing because of charming color.

The bath, too, graduates from a small room dimly lighted by a little window or finished in glaring white. It now becomes a dainty room—and quite properly a room with cleanable walls. Moreover, in place of the single bath every-

one now wishes additional bath facilities for family and guests.

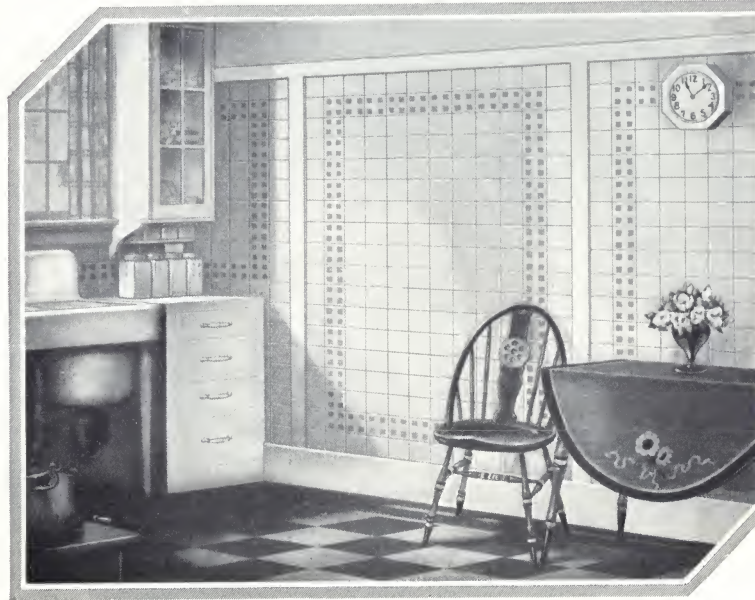
Upson Fibre-Tile is the first practical answer to the universal demand for color in the bath and kitchen—the first practical answer for the long-needed relief from the dull, drab monotony of cold, cheerless browns and grays.

The walls and ceilings of all these rooms are the keynote around which *color* is introduced in the furnishings. They are the background of any room. The walls afford *the* vehicle for introducing charm, distinction and color.

And what a relief to the housewife! No longer need she hesitate to invite guests into bath or kitchen. No longer need she feel embarrassed when some important guest says "I should like to wash up before dinner."

Now with Upson Fibre-Tile as the base, it is possible to transform neglected or displeasing rooms into rooms of joyous color that charm and satisfy.

In many homes where there is not room for a separate breakfast room, or breakfast nook, a corner of the kitchen serves the purpose quite as well. That is providing the entire aspect of the kitchen is conducive to cheer and cleanliness. Certainly anyone could enjoy breakfast served amid such attractive surroundings as appear in this kitchen. Note particularly the stencil design painted on this Upson Fibre-Tile wainscot.



Some people like the walls of their bathroom entirely tiled from floor to ceiling. Here is an example of how this form of interior lining may be carried out without the expanse of tiling becoming monotonous. The moulding at the top of the Upson Fibre-Tile wainscot and just below the Upson Fibre-Tile upper walls serves to make an appealingly interesting treatment. Of course the ceiling of this bathroom is of Upson Board, simply paneled.



Upson Fibre-Tile Brings Color---Beauty---and Cleanliness

To Your Home at Moderate Cost

Despite the fact that few other materials can give the same rich and distinctive impression, Upson Fibre-Tile is moderate in cost.

You have undoubtedly admired inviting baths or kitchens in the homes of friends but did not realize that equally artistic and pleasing effects could be secured in your own home at a comparatively small expenditure.

Ceramic tile—or “real tile” as it is commonly called—is without question a splendid covering, but its cost, from \$1.00 to \$2.00 per square foot, applied, places it beyond the reach of many home owners.

Upson Fibre-Tile costs comparatively little.

When applied and finished, it costs from fifteen cents to thirty cents per square foot. Yet Upson Fibre-Tile possesses many distinctive qualities and advantages.

It is sold by the local dealer *unfinished* so that you may enamel or paint it in any desired color.

Upson Fibre-Tile is Not a Substitute—It has Many Superior Qualities

Substitutes for expensive tile are usually divided into two classes: (1) *Permanent*, and (2) *Temporary*.

Among the so-called permanent substitutes are hard plaster, enameled metal, and stamped steel.

Hard plaster is a *crude*, rough imitation of tile—expensive to finish and so *brittle* that in many cases it ultimately cracks beyond hope of repair.

Baked enamel comes in small sheets cemented to wood sheathing. They often loosen and develop unsightly blisters. They cannot be refinished.

Pressed or stamped steel tile designs are crude and *conventional*—costly to apply and paint—and hard to keep clean.

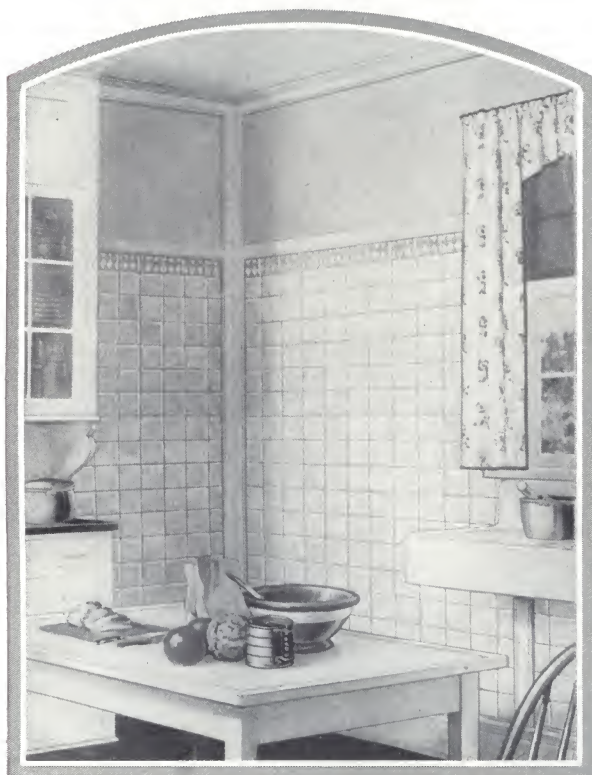
The temporary substitutes include enameled paper—oil-cloth—and other coverings *pasted* to the wall. Most of these substitutes require a smooth wooden background which materially increases their cost of application.

Upson Fibre-Tile is not a substitute because in several ways it is *superior* to real tile.

It makes possible a *water-proofed* lining for bathrooms, kitchens, stores and other places where a cleanly, washable lining is desired—whether in white or color.

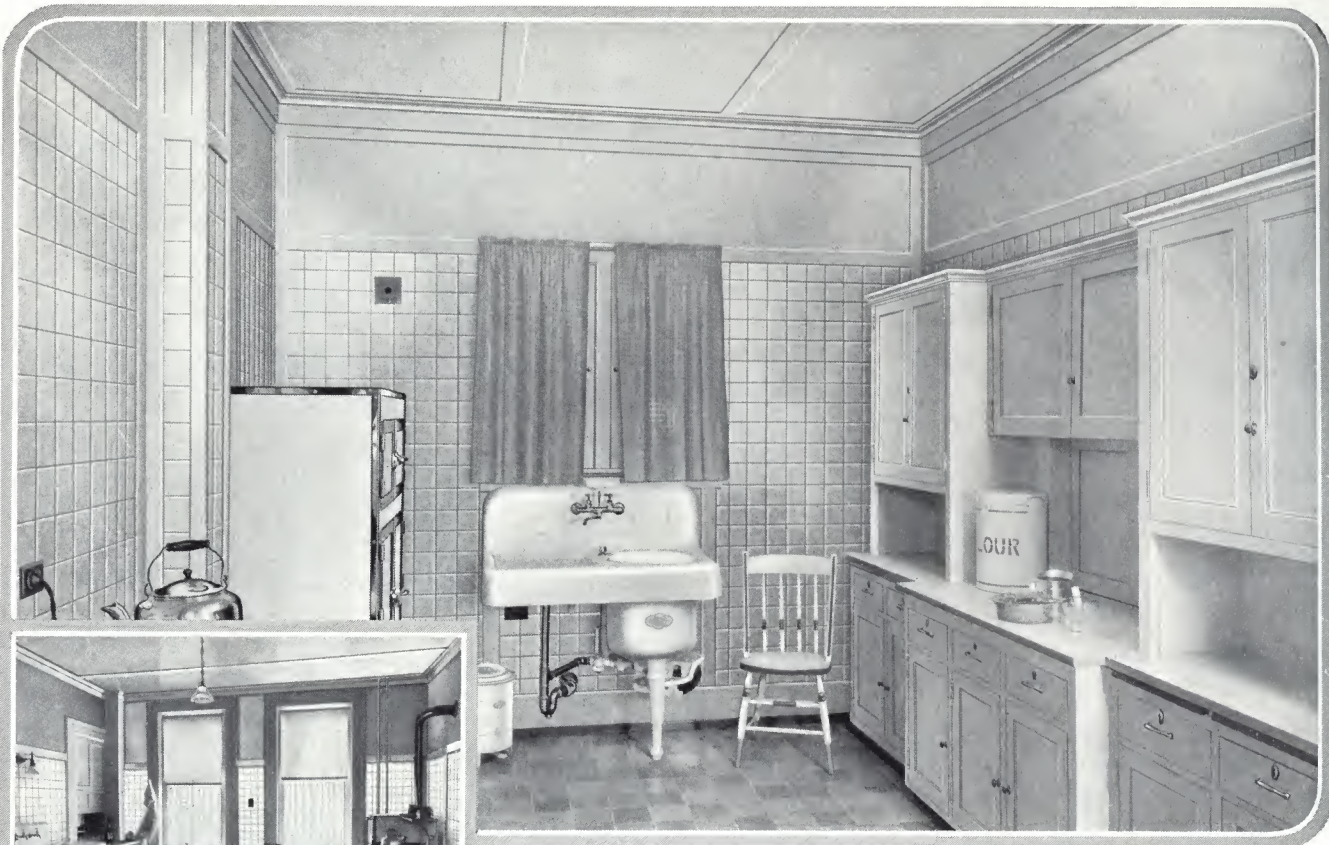
It is more enduring than metal which may rust—stronger than plaster yet forever free from cracks—and far more permanent than coverings *stuck* to the wall.

Although the vogue of the day is for colorful walls and fixtures in the bathroom, there are still many who have a preference for white or cream color. Here is a bathroom finished in white enamel and Upson Fibre-Tile with upper walls and ceiling of Upson Board.



Some housewives like the kitchen table in the center of the room. In many cases, however, where any table is so placed it is frequently desirable to push it against the wall. Naturally, in doing this a table may strike the wall with considerable force. Here the strength of Upson Fibre-Tile plays an important part because it is more than ordinarily strong and is not easily damaged when furniture is accidentally pushed against it.





More and more we find the electric kitchen in the modern home or in the remodeled home. Upson Fibre-Tile makes an ideal background for the electric stove, refrigerator and dishwasher with which this kitchen is equipped. While the articles of equipment are in white, the Upson Fibre-Tile and Upson Board are finished in color.

The Dingy Kitchen Gives Way to the Bright and Sunny Kitchen

An Inviting Room in Which to Live and Work

The kitchen of today is radically different from the kitchen in which grandmother worked.

Modern equipment, like the electric dishwasher and kitchen cabinet, is saving the women of today many needless hours of drudgery and thousands of steps in what has been called "the laboratory of the home."

Yet, in spite of labor-saving devices and outside diversions, the kitchen sees much of the home-loving mother. The average woman still spends almost one-third of her day there. And the absence of guests often sees the family eating in the kitchen to lighten the work.

The Modern Kitchen is Smart and Inviting!

It is an important part of the modern home!

Women are rightfully thinking nowadays of saving time in the management of household duties. They have found that changes in old-fashioned methods make things run smoother in these hurried times when days seem shorter.

This center Upsonized kitchen shows a method of securing a large expanse of Upson Fibre-Tile without decorative strips showing. The Upson Fibre-Tile wall back of the sink is made up of a 48" panel run the long way and another panel underneath so that the wood strips covering the joint are hidden under the sink.

"My spotless, shining, Upsonized kitchen is one of the joys of my life," said the proud mistress of the kitchen in the lower picture. This is one of many Upsonized rooms in the new home of a prominent business man in a western New York city.



An attractive kitchen makes work *easier*! In business, the manufacturer and merchant both understand the importance of pleasant surroundings for the worker. So, too, an inviting kitchen will help to calm the temperamental cook when even honeyed words may fail.

The kitchen has truly come into its own! Color has entered! What was once a conservative drab and uninteresting room now blazes forth in colorful glory and is rapidly becoming one of the most alluring rooms in the house—a room which the modern housewife is proud to show to visitors.

Now attractive color on the walls—gay curtains at the windows—gorgeous pots and pans—captivating linoleum—all can help to gladden any kitchen. Even the refrigerator, range, and kitchen cabinet may be purchased in harmonious colors. But of course the walls and ceilings form the background and are the keynote of color.

How to Choose the Best Color Scheme for Your Kitchen Walls

As with other rooms, two things should be considered before making a definite choice of color for the kitchen. The amount of natural daylight which the room receives, should determine whether it be finished in one of the warm colors, or the soft cool tones which create an effect of restful shadow. One's personal favoritism for certain tones is also a strong factor necessary to the complete success of color decoration.

A south or east room with plenty of windows can be successfully decorated in almost any chosen tone. Where large wall areas are to be covered, a soft or greyed tone may be used. The upper wall spaces may be of flat ivory, or the upper wainscot may match the ceiling in tone.

For the well-lighted room a soft, delft blue is quite beautiful, with cream-colored woodwork and ceiling. If

darker woodwork is preferred, a dark indigo with a gloss finish is very attractive.

For the poorly lighted room an effect of real sunshine can be obtained by enameling the Upson Fibre-Tile wainscoting a soft, mallow yellow with upper wall a flat tint of the yellow and ceiling of cream.

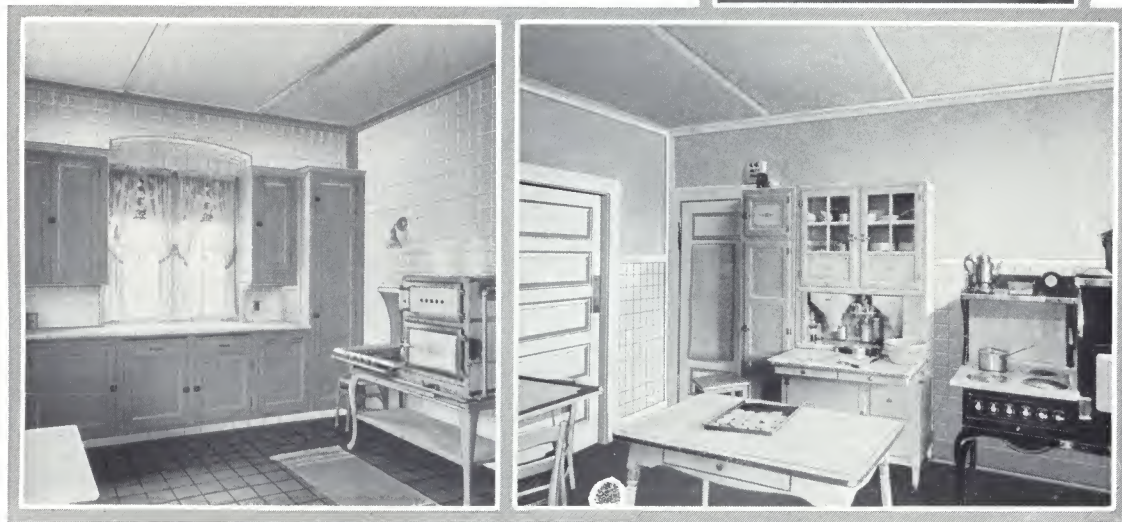
For those who prefer a cream or white kitchen and yet desire a decorative touch, an interesting effect may be obtained by enameling one row of tile near the top of each panel a contrasting tone. A white wainscot with this type of border in delft blue, sea-green, jonquil yellow, or lilac is in good taste and adds greatly to the attractiveness of the room.

The modern kitchen is smart as well as inviting. It is graduating from a commonplace room into a characterful room. And with its graduation has come the more sanitary walls of Upson Fibre-Tile. Unnecessary dust catching angles and corners—even panels in doors and elaborate mouldings have given way to flat and more easily cleaned surfaces.

Note the small panel of Upson Fibre-Tile between the windows in the butler's pantry adjoining this modern, Upsonized kitchen. This room is in an old home which was remodeled in 1923. The Upson Fibre-Tile and Upson Board are as good as new.



Most tiled wainscots today are about six feet high, with the upper walls and ceiling plain or paneled. Users of Upson Fibre-Tile, however, are not limited in the height of wainscots as evidenced by the two kitchens pictured at the right.



Here we see an example of an entire kitchen wall of Upson Fibre-Tile. In this case, two 48" panels of square Upson Fibre-Tile are run lengthwise of the room and a small decorative strip is run around the room to cover the joints between the panels, this decorative strip being finished the same as the Upson Fibre-Tile.

There is still a call for the four-foot wainscoting of Tile in the kitchen, and some of the finest installations of Upson Fibre-Tile which you will see are made this way. The upper wall is of Upson Board and consists of one long 48" wide panel of Upson Board above the Upson Fibre-Tile on each side of the room, making an unbroken expanse of Upson Board.



Dainty Color Schemes Add Beauty and Interest to the Bath



Here is a bathroom with a four-foot wainscot of Upson Fibre-Tile. While most people prefer six-foot wainscots, some home-owners like the four-foot.

Accidental splashes from the bathtub and rising steam will not affect the beauty and durability of this modern Upsonized bathroom. Upson Fibre-Tile and Upson Board are water-proofed to resist moisture and steam and ordinary leaks have little or no effect upon them.



The bathroom of yesterday was just a room!—often just a “cubby-hole”.

Sometimes it was white and glaring. Frequently it was dull and depressing—perhaps lighted by just a little window and finished in some “outlandish” color.

While white was infinitely better than many of the depressing colors so often used, it was difficult to maintain. For white shows soil marks and often turns yellow.

The walls of the modern bath are being finished in delicate tints rich in beauty and distinctive in smartness. They make a characterful room out of what was formerly a characterless room.

The Bath May be Finished in Some Alluring Color, Easy to Live with Year After Year

The old bath can be transformed at moderate cost into a room of interesting beauty.

During the past two years, thousands of dimly lighted baths, crudely finished in some drab color—have been made to blossom forth in smart color with the aid of Upson Fibre-Tile.

For the bath with southern or eastern exposure a soft sea-green—hyacinth-blue—or delicate mauve gives an effect of coolness when used for the wainscot of Upson Fibre-Tile. The upper walls of Upson Board may be in a flat tint of the same color slightly lighter. Woodwork and ceilings of ivory further accent the tinted walls in such a scheme.

Decorative Schemes for Bathrooms

UPSON FIBRE-TILE WAINSCOTING AND MOULDING	WOODWORK	UPPER WALL SPACES	CEILING	CURTAINS
Pale orchid enamel	Cream white, high-gloss	Orchid flat	Cream white	Pale jade or orchid rubber
Sea-green enamel	Light pearl	Sea-green flat	Gray-white	Green dotted voile
Hyacinth-blue enamel	Blue-white	Hyacinth-blue flat	Flesh	Blue rubber or flesh voile
Pale rose enamel	Light ivory; high-gloss	Pale rose flat	Light ivory or flesh	Rubber striped in three tones of rose
Soft corn yellow	White	White	Blue-white	White muslin with yellow and orange dots

Decorative Schemes for Kitchens

UPSON FIBRE-TILE WAINSCOTING AND MOULDING	WOODWORK	UPPER WALL AND CEILING SPACES	FLOORS	FURNITURE	CURTAINS
Soft mallow yellow	Cream	Cream	Cream Jaspe Linoleum	Cream enamel with narrow black lines. Thin chair cushions of yellow oilcloth bound in black.	Plain yellow drapery oil-cloth pinked at the edges. Japanese yellow pottery bowl with bulbs or fruit.
Almond green enamel	Almond green with eggshell gloss	Upper wall almond green flat; ceiling green white	Green and white tile pattern linoleum	Cream enamel striped with green. Thin chair cushions of green and white striped awning cloth.	Plain almond green gingham. Brown jugs for flowering twigs.
Deep ivory with delft blue stencil border	Deep ivory; egg-shell gloss	Light ivory flat	Blue and white linoleum in square tile pattern	Cabinets and cupboards cream with blue stencil motifs. Chairs delft blue with accents of black.	Plain blue drapery oilcloth hand scalloped. Holland blue jars for ivy.
Light warm tan enamel	Very deep ivory; eggshell gloss	Upper wall light tan ceiling cream	Tan tile pattern linoleum; cream rush rugs	Deep ivory cabinets; citron green chairs with cream grass mats on seats.	Citron green muslin; lemon yellow bowls and pitchers.
Warm light mauve enamel	Mauve; gloss finish	Upper wall mauve flat ceiling pale raspberry	Gray jaspe linoleum	Mauve cabinets; raspberry chairs with thin cushions of rose oilcloth.	Plain rose drapery oilcloth. Pewter pitchers and bowls.
Cream enamel	High-gloss black or plain cream	Cream flat	Black and Cream linoleum, square tile pattern. Cream rush rugs.	Cream cabinets with Chinese vermilion lines. Chinese red lacquer chairs with cream grass mats for seats.	Cream drapery oilcloth with painted vermilion border. Red lacquer tea canisters. Potted ivy on vermilion trellises.



Every Home Can Have the Extra Bath So Long Needed

For the bath with a northern or western exposure, primrose pink gives a delightful rosy glow to the room which is poorly lighted or sees little of the sun. The cream ceiling or ivory woodwork in such a room reflects a soft glow from the primrose walls which gives them just a touch of delicate rose.

Yellow, too, lights up the room with northern or western exposure and imparts a feeling of sunny warmth.

For the bath which is high and narrow with bleak little windows which provide neither light nor scenery, a transformation can be easily secured with a six-foot wainscot of Upson Fibre-Tile enameled in soft mallow yellow. Upper wall spaces to such a room might be finished a lighter tone and the ceiling in a soft ivory to match the woodwork. Then instead of a dark, forlorn room you have a bath that radiates an atmosphere of light and cleanliness and even lends a friendly touch of quality to fittings which may not be too new or modern.

Another beautiful color for any bathroom is a soft iridescent orchid, which glows with quality in many places where some light tone would not prove strong enough to give walls character or value. The orchid may tend toward either blue or lavender or pink—or a combination of these, as orchid seems to hold the subtle qualities of each. Orchid can be used to harmonize with adjoining bedrooms in pink or blue or lavender.

Colorful Baths of Upson Fibre-Tile are Easy to Keep Clean

Baths finished in colorful Upson Fibre-Tile do not require the constant attention of the old white tile. Occasional shadows of soil will never appear gray as on white because the law of light and shadow emphasizes soil on white and minimizes the soil on a colored surface.

Manufacturers of bathroom furnishings of all kinds are so agreed upon that which is both beautiful and suitable that one may buy an orchid or sea-green rubber bath-mat—shower curtains—window shades—or other furnishings to match in tone the walls and ceilings of Upson Fibre-Tile.

With Upson Fibre-Tile you can obtain a bath at moderate cost of which you can be exceedingly proud. No other room in the home is so intimate—no other room so vividly expresses your refinement and taste as does the bath.

Extra Baths are Easy to Build with Upson Fibre-Tile

Time was when husband waited patiently for wife to get ready for the party. We all remember the old familiar statement "I'll wait until you are ready."

Especially in large families has the single bath been the test of patience and good nature. Invariably everyone has wanted to dress at the same time with consequent need of careful planning in order to keep appointments.

And time was when members of the family were unfairly embarrassed when sharing the one bathroom with unthinking guests who monopolized the one bath.

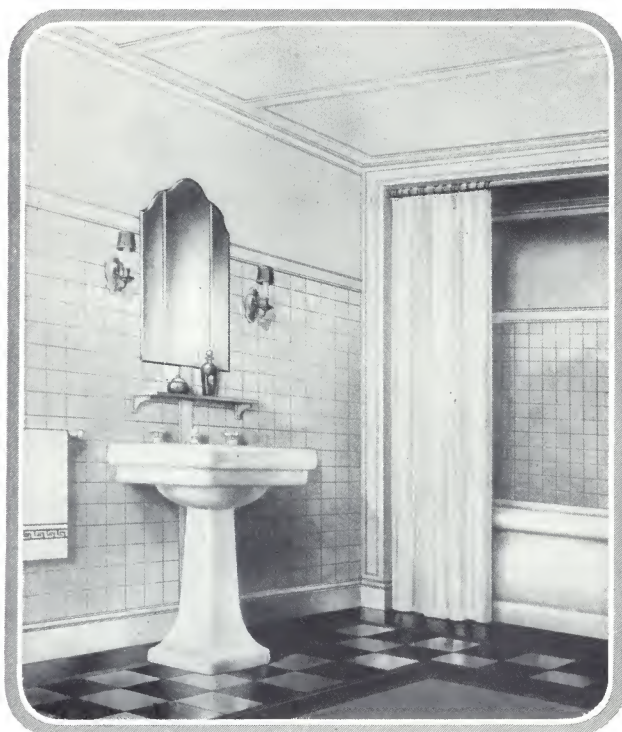
Yet it is so easy, by the use of Upson Fibre-Tile, to install one or more extra baths. These extra baths need not be large rooms—they need not be costly. Sanitary authorities have planned attractive and efficient bathrooms as small as six feet square. With Upson Fibre-Tile an old closet or a corner of a room can easily be partitioned off and transformed into another needed bath.

With more ample facilities, the family need never again be embarrassed with guests in the home nor wait for each other. On the other hand, the family may be proud to show the attractive extra bath with walls of Upson Fibre-Tile in some distinctive color.

Nor need any member of the family be late to work or school because he was obliged to wait for someone to finish in the bathroom. Nor need any member of the family be late for party or entertainment because the guest unintentionally monopolized the bath.

Many owners of older homes the country over are installing lavatories or washrooms in the basement for the convenience of help.

A few 2 x 4's—three or four panels of Upson Fibre-Tile—a little paint and enamel—and the needed wash-room or lavatory is ready in the basement.



While Upson Fibre-Tile and Upson Board are not recommended as linings for shower-baths on account of the excessively hard treatment to which they are subjected, there are many homes in which these materials are being used as a lining for the shower with great satisfaction.



The Breakfast Nook is No Longer a Rich Man's Luxury

Whether you breakfast leisurely with the morning paper or hastily to catch an early train, your day is better for being well begun.

Breakfast nooks are the answer to this need for morning cheer, saving of time and conserving energy.

Upton Fibre-Tile with its smooth, flawless surfaces, is easily kept in perfect condition, and its interesting tile-like pattern and entire durability make it the first essential for creating a really successful breakfast nook.

Why not turn an old pantry or closet into one of these charming places? Or remodel your kitchen just enough to add a breakfast nook, and then transform the whole into a strikingly beautiful modern interior?

The added attractiveness alone justifies the small expense! Then, too, you have shortened the task of serving breakfast with its subsequent clearing away.

Color Plays an Important Part in Transforming the Kitchen and Breakfast Nook!

Now that *everybody* has come to know something about color and its contribution toward the modern home, a very definite need requires that its best use be made where no other form of decoration is practical.

The breakfast nook is such a place, with its economy of furnishings and severity of treatment. It relies only on color and quality of surface to provide its character.

Soft primrose yellow will give an effect of sunshine when the day is dark or the nook itself poorly lighted.

Ivory with a delft blue border is extremely decorative and pleasing when associated with the serving of food.

Cool greens are at their best in secluded places, which invite a restful atmosphere.

A breakfast nook with walls of sea-green tile is at all times pleasant and refreshing. Its coolness is delightful in summer and its foliage coloring is cheering in winter.

Much thought has recently been given to planning the home, that modern conveniences may contribute their utmost toward fuller and better living for all therein.

The breakfast nook contributes its part by conserving both time and energy, provides a touch of variety to the routine of eating and adds interest to the house.

Suggestions for Using Colorful Tile in the Nursery and Playroom

It is no longer enough that furnishings be clean. They must be sanitary as well as give an appearance of cleanliness.

Attractiveness is also important. When durability and beauty are combined in a single material, the result approaches the ideal.

Many homes have unused rooms, often on the third floor, which should be contributing to the pleasure and welfare of the children of the household. It is better for them that playthings and books, toys, and the innumerable things which children handle should be where they have least contact with the belongings of older people.



Nearly every housewife wants a breakfast room or breakfast nook. In new homes where breakfast rooms are provided in the regular plans, there is nothing better than Upton Board and Upton Fibre-Tile for interior lining. There are many old homes, however, the owners of which are planning additions built on for breakfast rooms, using Upton Board and Upton Fibre-Tile for the walls and ceilings.



Picture to yourself one of the least used spaces of your house transformed into a nursery by a wainscoting of Upson Fibre-Tile enameled a soft tone with harmonizing upper wall and ceiling spaces, painted woodwork, and the children's own little furniture decorated to match the wall!

Upson Fibre-Tile is Practical as Well as Beautiful

Finger prints will not permanently mar the porcelain-like finish of enameled Upson Fibre-Tile for they may be quickly removed by wiping with a damp cloth. The rockers of little chairs and hobby horses will not easily penetrate it as Upson Fibre-Tile is made to resist ordinary blows and jars.

Pencil marks, chalk marks, watercolor paints—nearly all those disastrous experiments of childish education which are fatal to papered walls may be quickly removed from the surface of Upson Fibre-Tile. If seriously injured, the panel can easily be removed and a new panel applied.

An Upson Fibre-Tile wainscoting can provide the most interesting type of decoration for a nursery or playroom!

A soft green or light gray-blue, any tone which is restful to the eye, may be wisely chosen, with the upper wall and ceiling spaces a tint of the same color.

A row of tile near the top may be stenciled in all kinds of interesting patterns. Graceful flower patterns, birds, Mother Goose characters and no end of interesting subjects are available.

Imagine the storage-room over the kitchen, the unused maid's room, the third floor bedroom or the unfinished attic, transformed with a six-foot wainscoting of Upson

Fibre-Tile enameled a cheery, sunshiny yellow with processions of circus animals decorating a row of tile so interestingly that even the grown people of the family like to come there.

An added feature—the insulation afforded by Upson Board! Rooms finished with it are winter-warm and summer-cool. At the same time you provide your children with a real place to play, you apply excellent insulation to your attic, which frequently cuts the fuel bills 10% to 20%.

Dependable Upson Fibre-Tile Now Glorifies the Home Laundry

One of the finest things about America is that old-fashioned *drudgery* for women no longer exists.

Almost over night, scientific appliances have begun to perform the wearisome, monotonous tasks of other years.

The big strong panels of Upson Fibre-Tile enameled in some suitable tone, provide the best possible background for modern laundry appliances. Occasional splashing will not ruin their enameled surface. Dust from the upper floors cannot sift down upon freshly laundered clothes through the ceiling of Upson Board—nor blow through cracks in the wall to interfere with the laundry process.

The light-giving value of finished Upson Fibre-Tile is extremely important in planning its use in the laundry.

Such places are seldom light enough. A cheery, sunshiny yellow will reflect a natural light as well as intensify the amount of artificial lighting.

Perhaps you do not contemplate a laundry quite as large or elaborate as this. But even if your laundry only has the usual tubs, it can be made a bright, interesting spot wherever located with Upson Fibre-Tile. Imagine the many beautiful color effects which can be accomplished in a nursery, like the one at the right. The space above the Upson Fibre-Tile can be used for animal or other appealing stencils.



Upson Board Will Help to Keep Homes Winter-Warm and Summer-Cool



This beautiful room was set aside as a guest room to be used only occasionally. The modern trend is to build the guest rooms on the third floor in space which heretofore has been practically wasted.

Guests appreciate the privacy and quiet of the third floor bedroom which can be made fully as attractive and livable as any other room in the house by the judicious use of Upson Board for the walls and ceiling.



The panel design may be simple or elaborate in keeping with the furnishings of the room and the general atmosphere of the home. Here is a very attractive Upsonized third-floor guest room which any hostess should be glad to have occupied by the most fastidious visitor.

The attic bedroom utilizes waste space and provides an attractive bedroom for the guests or for the housekeeper. It can be made a dainty, warm, livable sort of a room. The stigma which usually attends the words "attic room" is entirely missing when well-designed Upson Board walls and ceiling are used. The entire house is warmer in winter and cooler in summer due to the insulating properties of Upson Board.

The builder of today pays almost as much attention to insulation as to any other feature of construction.

This is because during the past few years scientists have learned that it pays to insulate the house to prevent the escape of furnace heat through the walls and roof in the winter, and the entrance of intense heat from the sun in the summer.

Upson Board is an interior insulating material, which is not only a more efficient insulator than many materials sold exclusively for the purpose, but also provides one of the most beautiful and durable room linings.

Dead air space is the most practical insulator. Air is dead when it is confined so that it cannot circulate. Dead air space in Upson Board gives it insulating value. In manufacturing Upson Board, wood fibre is compressed into panels. Millions of tiny dead air spaces, too small to be seen with the naked eye, remain within the panels however, and resist the passage of heat and cold.

Rooms lined with Upson Board require less coal to heat than those lined with materials of lesser insulating value because these millions of tiny dead air spaces compel a large percentage of the heated air to remain inside the room. On the other hand, this same Upson Board which retards the escape of heat from the heating apparatus during the winter, retards the heat from the sun during the hot summer months and makes it possible to maintain an even, comfortable temperature throughout the year.

Upson Board Insulates Old as Well as New Buildings

Upson Board is the one form of interior insulation which can be used equally well in old homes and in new. It has been frequently found that an old room can be heated at a saving of from ten to thirty per cent after the Upson Board has been applied.

In building extra rooms of Upson Board in the attic the escape of heat through the roof is retarded, making the entire house more comfortable in winter. The house is more comfortable in summer because the Upson Board retards the penetration of heat from the sun's rays which beat down on the roof.



Upson Board and Upson Fibre-Tile Are the Only Wallboards that Can be Applied Without Nail Marks

Upson Board and Upson Fibre-Tile are the only wallboards which can be applied without ugly, disfiguring nail holes in centers of panels. This is because they are applied with the Upson Self-Clinching Fastener—an exclusive Upson innovation—which anchors the panels securely in place from the back.

Upson Board and Upson Fibre-Tile are applied direct to the studs and joists in new construction. In old homes, they can be applied direct to the lath after plaster has been removed or to furring strips nailed over the plaster.

In using the Upson Self-Clinching Fastener, the fastener is first nailed to the stud, the old lath or the furring strip.

The Upson Self-Clinching Fastener cuts the cost of applying and finishing Upson Board and Upson Fibre-Tile in half. It eliminates the counter-sinking of nails and the tedious labor of filling nail holes.

One Upson Self-Clinching Fastener has the holding strength of nine finishing nails driven in to the square inch.

Be sure that your carpenter applies your Upson Board and Upson Fibre-Tile with Upson Self-Clinching Fasteners. They can be purchased from the same dealer who supplies your board. Each package of Fasteners is accompanied by very simple directions which any good carpenter can follow.

When necessary to get at plumbing or electric wires for repairs, a panel of Upson Board or Upson Fibre-Tile applied with Upson Self-Clinching Fasteners may be removed and replaced without damaging the face of the panel. Nor is it even necessary to refinish the panel, for the entire operation can be performed without marring the finished surface.

Any Good Painter Can Finish Upson Board and Upson Fibre-Tile

The surfaces of Upson Board and Upson Fibre-Tile are pre-sized before leaving the factory so that a priming coat is not necessary.

Upson Board is usually finished in one of the flat wall paints which may be chosen from color cards supplied by paint manufacturers, or your painter can mix any color which you may prefer.

If an extremely soft, velvety finish is desired, we recommend stippling the final coat with an ordinary stippling brush.

Manufacturers of high-grade enamels offer a wide variety of colors and tints for finishing Upson Fibre-Tile, available to suit every individual preference.

In finishing Upson Fibre-Tile, follow the directions on the can given by the enamel manufacturer.

Imitations of Upson Fibre-Tile nearly all have a rough, fuzzy surface which must be built up by countless coats of paint or enamel.

By the use of oil paints and glazing materials, it is possible to finish Upson Fibre-Tile to look like expensive ceramic tile.

The illustrations below are taken from the Direction Sheet for the Correct Application of Upson Board, which accompanies each package of Upson Self-Clinching Fasteners. Each step is shown so clearly that your carpenter will find it easy to apply your Upson Board and Upson Fibre-Tile with the Fasteners.



Upper left—Applying fasteners to studs.

Upper Right—Applying panel of Upson Board to fasteners.



Left — Phantom view showing how Fasteners clinch in to back of Upson Board.



Left — Removing a panel of Upson Board, applied with Fasteners, without injuring a face of panel.

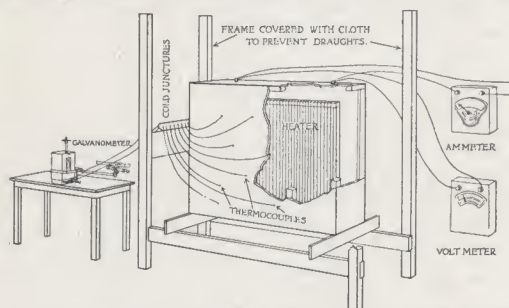
Right — one man can apply Upson Board to ceiling without assistance by using a "T" support as above.



These Practical Tests Prove Superiority of Upson Board

Practical Test No. 1

Proves Upson Board an Excellent Non-Conductor of Heat and Cold—7% Better than Gypsum-Filled Wallboards Twice as Thick.



This test was made to determine the relative transmission of heat through Upson Board and other materials.

Electricity was used to transmit heat into boxes of different materials. The temperature inside and outside the boxes was observed by means of thermo couples.

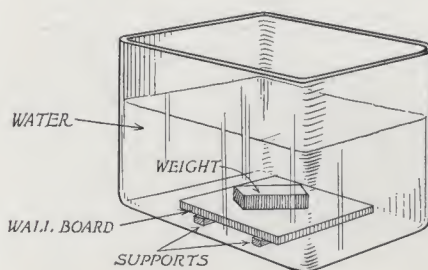
Note These Results

	1-inch lath and plaster.....	.880
Board AA	1/4-inch Upson Board.....	1.052
Board A	3/16-inch Upson Board.....	1.074
Board D	Gypsum-filled Board	1.145

3/16-inch Upson Board is proven to be a better non-conductor of heat than gypsum-filled wallboards twice as thick. Extra-Thick—Extra-Strong Upson Board (Quarter-Inch) shows a still better test—nearly 10% better. The test plainly shows Upson Board to be a splendid insulation.

Practical Test No. 3

Proves Upson Board 50% to 125% More Moisture-Resisting Than Other Wallboards Tested



Pieces of Upson Board, other well-known fiber and plaster wallboards were totally immersed in water for a period of two hours.

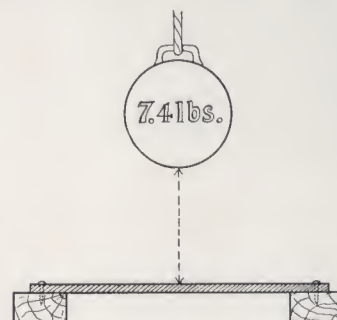
This test proves that competitive fiber boards absorb from one-half to twice as much moisture as does Upson Board.

This test also proves that a 20 x 20 foot ceiling of Upson Board when thoroughly exposed to moisture would weigh only 329.06 pounds. The same size ceiling of plaster wallboard would weigh 1,016.64 pounds—a little over half a ton! A heavy plaster mass like this might fall any minute. Think what would happen!

The importance of the test can be readily estimated when you realize that there is scarcely a building in which an accidental leak does not occur some time or other. Therefore, the moisture and water resisting qualities of Upson Board are obviously important.

Practical Test No. 2

Proves Upson Board Will Stand Nearly Twice the Impact of Other Fiber and Gypsum-Filled Wallboards Tested



A cast-iron sphere was dropped from gradually increased heights on Upson Board—other fibre and gypsum-filled wallboards.

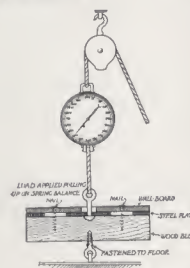
This test conclusively proves that Upson Board will stand a far greater blow than ordinary wallboards. It proves that 3/16-inch Upson Board will stand an impact 40% to 70% greater than the other fiber boards tested and more than twice the impact of gypsum-filled boards twice as thick.

Extra-Thick—Extra-Strong Quarter-Inch Upson Board will stand a 200% greater impact than plaster wallboard.

Every wall receives knocks and blows. You know what happens when this occurs on a plaster wall! The plaster shatters—the ugly depression mars the appearance of the whole room.

Practical Test No. 4

Pressure or Transverse Tests Prove Upson Board Nearly Twice as Strong as Other Wallboards Tested



Pieces of board were nailed to frames of 2 x 4's, the studs spaced on 16-inch centers. Pressure was then applied.

The boards broke under the following pressures:

	Load Lbs.
Quarter-Inch Upson Board.....	270
Three-Sixteenth-Inch Upson Board.....	255
Board CC	155
Gypsum-filled wallboard	140
Board DD	135

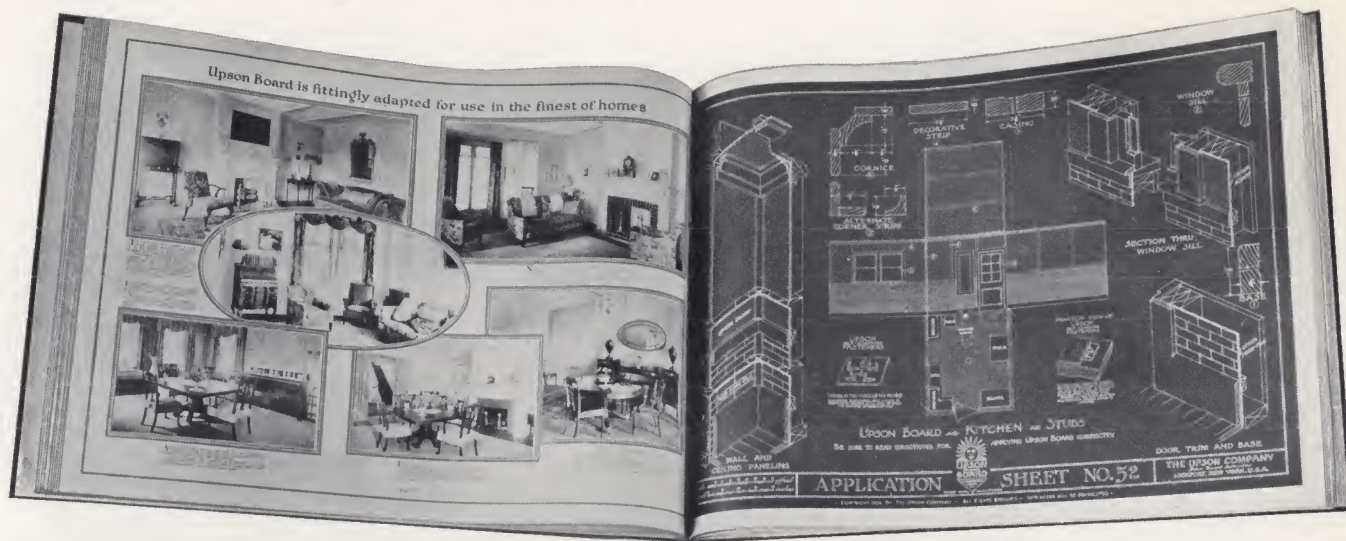
This test shows thickness does not necessarily mean strength, for 3/16-inch Upson Board will stand a load of 115 pounds more than the gypsum-filled wallboard tested (twice as thick), and will sustain from 100 to 120 pounds more than the other fiber wallboards tested.

Extra-Thick—Extra-Strong Upson Board (Quarter-Inch) will carry a load of 135 pounds, or approximately 100% more than the ordinary wallboard.

This test is important because it shows that Upson Board will withstand extraordinary strains, vibrations and pressures to which every wall is at some time subjected.



The Upson Studio of Decoration and Color



The Upson Blue Book pictured above, represents an investment of over one hundred thousand dollars. It is the work of some of the best known architects and decorators plus the experience and observation of Upson executives.

The Upson Blue Book contains scores of blue prints showing the proper way to apply Upson Board and Upson Fibre-Tile in every type of room.

In addition to the blue prints which are clear and can easily be understood by anyone, there are detailed descriptions of each sketch to be followed in carrying out the decorative schemes shown on each blue print.

The idea of the blue prints, as well as their execution, is original with The Upson Company. No service so comprehensive has ever been attempted by any manufacturer of wallboard.

Your local Upson dealer probably has the Upson Blue Book on file in his office. Ask him to let you see it. You will find among the scores of blue prints shown, one or more which can be adapted to your particular situation. You can secure full size copies of any of the Blue Prints for the guidance of your carpenter for 10 cents each by writing The Upson Company, Lockport, N. Y.

The Upson Studio of Decoration and Color

The Upson Architectural Service Department which is in charge of an experienced graduate architect will be glad to furnish special designs for installations of Upson Board and Upson Fibre-Tile not covered by blue prints in the Upson Blue Book.

As an added service to home owners, we also offer the services of The Upson Studios of Decoration and Color. The studios are in charge of a thoroughly experienced nationally known interior decorator and expert colorist.

The studios will give valuable and definite help with any phase of decoration. Not only regarding paneled

walls, their design and color treatment, but the furnishing and arrangement of rooms, choice of pictures, or any of that specialized advice which costs so much when obtained from a private decorator.

It is a real economy to ask advice about color schemes, articles of furniture and hangings, as well as the details of good wall decoration before making investments for such. Mistakes in furnishings are costly as well as hard to correct. How much better to ask us first so that there will be no problems, and receive simple directions which may be easily followed.

Here are Some of the Things the Upson Studios Will do for Home Owners

1. Work with the Architectural Department in planning the best possible Upson Board panel effects for side walls and ceiling. This insures having layouts which exactly suit each individual room and make the most economical use of materials as well.
2. Supply color schemes from which may be chosen those which are most pleasing and best suit the furnishings already in use.
3. Advise about the type of furniture, draperies and rugs and other furnishings to complete artistic and interesting arrangements.
4. Special detailed help will be given in doing over old baths and kitchens into modern, cheery rooms.

All questions regarding the use and decoration of Upson products will be answered without charge.

When help is desired in planning the furnishings of entire rooms or houses, a small fee will be asked. The charge, however, is small in comparison to the generous amount of help given—\$3.00 per room for a complete decorative scheme—the maximum charge being \$15.00 for the entire house.



Are You Asking Yourself?

1. Where can I buy Upson Board?

A. Upson Board is sold by alert discerning lumber and building material dealers everywhere. If your local dealer does not stock Upson Board, write to The Upson Company at Lockport, New York, and the name of our nearest dealer will be sent to you.

2. How much does Upson Board cost?

A. The price will vary somewhat in different parts of the country because of freight rates. A fair average is 5c to 6c per square foot. Upson Fibre-Tile costs from 5c to 7c per square foot.

3. How does the price of Upson Board compare with lath and plaster?

A. Generally speaking, the cost of a simple Upson Board installation is about the same as for the average job of plaster. According to Walker's Estimator—a book widely used by contractors—the cost of plaster varies from 43c per square yard for two-coat work to \$1.02 per square yard for three-coat work of first-class workmanship. The cost of wallboard is given as 48c per square yard for an ordinary job, to 98c per square yard for a more elaborate job with three-member panel strips. Therefore the cost of Upsonizing—like building a house—depends upon the kind of job you desire.

4. Is Upson Board "fireproof"?

A. No building material is fireproof in the literal sense of the word—whether reinforced concrete, steel, or brick. Upson Board is "fire retardant." It chars rather than burns. Our files contain many letters testifying that serious fires have been averted by Upson Board.

The National Fire Protection Association has recommended "the use of the word 'fireproof' to be discontinued—its indiscriminate use has produced much misunderstanding and has often engendered a feeling of security entirely unwarranted."

5. Is Upson Board "sound-proof"?

A. Scientific tests show that Upson Board transmits sound even to a less degree than modern hard plaster or other brittle material.

6. Is Upson Board "water-proof"?

A. It is "water-proofed," meaning that it has been processed to resist the penetration of dampness and water. Ordinary leaks should not injure it. We have records of many cases where water has accumulated on the upper side of Upson Board for days or weeks and when the water was drained or evaporated, the panels of Upson Board were not even injured. In such cases plaster would have fallen.

7. Is Upson Board "heat-and-cold-proof"?

A. Per inch of thickness, which is the standard method of testing insulation materials, Upson Board has been found to be one of the best insulators on the market, even better than some materials sold exclusively for insulation.

8. Is Upson Board mainly used in cheap houses of temporary construction?

A. Upson Board is fittingly adapted for use in the finest homes as well as the modest cottage. Homes costing from \$50,000 to \$100,000 in all parts of the country have been successfully finished in Upson Board.

9. Will Upson Board crack?

A. No! Upson Board can never crack or fall.

10. Who applies Upson Board?

A. Any good carpenter or contractor can apply Upson Board. Like every other building material it should be applied

in accordance with directions which are included in every bundle of Upson Board.

11. Is Upson Board heavy?

A. 3-16" Upson Board weighs about 570 pounds to the thousand square feet—about *one-third* the weight of plaster-filled boards.

12. Is reinforcement of building necessary in applying Upson Board over old plaster?

A. No. Upson Board can be applied to studs or joists in new construction or over old plaster in old construction. The slight additional weight when applying over old plaster creates no undue strain on the structure.

13. Can Upson Board be applied in less time than plaster?

A. Upson Board can be applied in about one-third the time it takes to plaster or re-plaster.

14. Will Upson Board warp?

A. Properly applied, Upson Board should lie flat on the wall. Every building material expands or contracts—more or less—according to the material itself and to the background to which it is applied. If applied to green lumber which is apt to twist and warp, the Upson Board must necessarily follow the movement of the studs or joists to which it is attached.

15. Is Upson Board expensive to finish?

A. Upson Board offers one of the most economical wall surfaces for paint. Every panel is pre-sized at the factory. It therefore does not require the *expensive* priming coat which many other boards, especially plaster-filled boards, require. Two coats of flat paint should finish Upson Board smoothly and satisfactorily.

16. Can ugly nail marks be avoided?

A. Upson Board is the *one* board that can be applied without *ugly* nail marks by using Upson Self-Clinching Fasteners which *anchor* the board securely from the back.

17. Does Upson Board make permanent walls and ceilings?

A. Properly applied, Upson Board walls and ceilings should last as long as the building.

18. Will walls of Upson Board withstand rough usage?

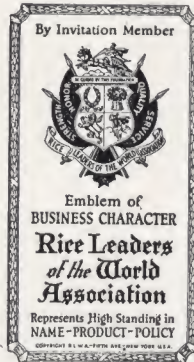
A. Scientific tests show that Upson Board will withstand blows to a much greater degree than most other wood fiber or plaster-filled boards.

19. Is Upson Board made in more than one thickness?

A. Yes—See sizes and specifications on opposite page.

20. Of what is Upson Board made?

A. Upson Board is made of wood fiber, scientifically mixed and compressed into panels of what might be termed "refined lumber." So far we know, Upson Board is the only board on the market using a considerable percentage of chemical wood fiber which is the strongest and most enduring of any form of shredded wood. Chemical wood fiber adds strength and life to Upson Board.



And When All is Said and Done!

Everyone knows that plaster inevitably cracks or falls.

There is no *perfect* wall lining, whether the material be of wood, plaster, marble, or cement. Each has many points of merit. Each also has certain inherent weaknesses.

Upson Board and Upson Fibre-Tile are, we believe, the *nearest-perfect* linings. They cannot crack or fall. Because of the material and the scientific way in which they are made, expansion and contraction is minimized. Properly applied, they should last as long as the building.

Upson Board and Upson Fibre-Tile are the result of fifteen years *conscientious* and scientific endeavor to make a *dependable* wall lining.

We have frankly and fairly endeavored to state in this booklet why they are dependable and why they are fittingly used in the *finest* of homes.

In fifteen years Upson Board has grown from the board with smallest sales to the fiber wall-board with the largest sales!

Every foot has been sold on a *quality* basis. Hundreds of millions of feet are in use throughout the United States and in many foreign countries, yet we have received less than one complaint to every 8,000,000 feet sold and used, a record unequalled by any other lining with which we are familiar. It has been used in tens of thousands of buildings by thousands of contractors. No product could show the amazing growth of Upson Board unless it *delivered* SATISFACTION.

We have received less than a dozen complaints on the millions of feet of Upson Fibre-Tile sold and used.

Upson Products are the Cheapest When Applied and Finished

You can buy wallboard for less than you can buy Upson Board and Upson Fibre-Tile. But you are not interested in price! You *are* interested in obtaining a satisfactory lining for your home that can be applied and finished at a minimum of cost.

Even though you paid at the rate of \$10 per thousand square feet less than is charged for Upson Board or Upson Fibre-Tile, when applied and finished they should still be the *cheapest*. It costs just as much to *apply* the cheap and irresponsible board. But Upson Board and Upson Fibre-Tile save from \$5 to \$15 per thousand in cost of decoration.

Moreover, in buying Upson Boards you obtain products with a world-wide reputation. That reputation insures a maintenance of quality standards. Upson Boards are advertised in many national mediums and we could not afford to make price paramount to quality even if we so desired.

The quality of Upson Products is best reflected by membership in the famous Rice Leaders of the World Association, an organization of industrial leaders banded together for the perpetuation of high ideals in product and business. Membership in the Rice Leaders of the World Association is by invitation only.

Upson Products are Sold by Reliable Dealers

The reputation of Upson Products is further attested by the character of dealers handling them. In nearly every town or city you will find the leading dealers selling and recommending

Upson Products. It is assurance of quality merchandise and service that you can wholeheartedly accept. For in selling Upson Products the dealer signifies his belief in quality merchandise. He could buy cheaper and less responsible boards which might not deliver service or satisfaction to the buyer. In selling Upson Boards, however, he is putting quality and consumer good-will ahead of profit.

And last comes the guarantee of The Upson Company, backed by an investment of several million dollars. Every

panel is guaranteed up to the standard of any sample. Every installation, if the panels be properly applied, is guaranteed to give satisfaction.

You will like Upson Board! If you do not use it for the walls and ceilings all through your house, use it for the ceilings alone. Then you will have ceilings that can never fall or crack!

In doing this you will be as enthusiastic about Upson Board as are the thousands of other consumers all over the land. You will say as do they "No more brittle plaster for me."

To have Upson Board and Upson Fibre-Tile in your home will be generally accepted as evidence of modern knowledge and wise discrimination in buying.

To obtain walls or ceilings of distinctive, lasting beauty, please keep in mind that our Decorative and Architectural Departments stand ready to assist you in planning your panel layout and suggesting appropriate color schemes.

Sizes and Specifications

Upson Board is made in three thicknesses—i.e., 3/16" thick, which is ordinarily used for walls and ceilings—1/4", which is known as "Extra-thick, Extra-strong" Upson Board—and 3/8" Upson Board. The 1/4" board is recommended for use in public buildings subjected to *unusually* hard usage.

The 3/16" thickness is made in widths of 32, 48 and 64 inches and in lengths of 6, 7, 8, 9, 10, 12, 14 and 16 feet.

The 1/4" and 3/8" thicknesses come 48" wide and 6, 7, 8, 9, 10, 12, 14 and 16 feet long.

Upson Fibre-Tile comes 48 inches wide and in lengths of 6, 7, 8, 9, 10, 12, 14 and 16 feet. The tile indentations are 4 x 4 inches square.





Upson Board is the *Nearest-Perfect*
Wall and Ceiling Material



You can identify genuine Upson Board by the famous BLUE-center running through each panel edge.

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You can identify genuine Opson Board by the famous BLUE-center running through each panel edge.